BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Foundation Diploma in Esports Pearson BTEC International Level 3 Diploma in Esports Pearson BTEC International Level 3 Extended Diploma in Esports
Unit number and title	**10**: Esports Branding
Learning aim(s)	**A** Investigate the role of branding in esports teams **B** Plan brand activation content for a specific esports team **C** Create brand activation content for a specific esports team
Assignment title	Activate a Brand
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Your college is entering a second team into the championships this season and they have asked you to create a brand for the new team. This is an exciting opportunity for you to think creatively and build a brand from the ground up. The team manager's objectives are that the brand stands out from the competition and for it to develop a connection with the team's fan base to promote loyalty. They also want the brand to be able to reach out to new fans and increase support for the team at matches, particularly from those new to esports. The team manager is giving you a blank canvass and wants you to think outside of the box to come up with an innovative and unique brand that will put their team on the map.

Task 1	Before you begin developing your own brand, you should investigate the branding of an existing esports team with a well-known brand identity. This will allow you to evaluate the impact and significance of branding on an esports team and help when you come to develop your own branding ideas. You should create a digital brand research portfolio for your chosen team where you should evaluate: • the team name and logo and how this represents the brand and appeals to the target audience • the types of merchandise available and how these meet the needs of the target audience • how the brand allows the team to meet its objectives • how the branding can be an asset and allow the team to connect, grow and build loyalty with its audience • advantages and disadvantages of the branding You should conclude your research by making a supported judgement as to the importance of branding to your selected esports team. You should evaluate the key role that branding plays in achieving your chosen team's objectives and how branding can attract, maintain and grow a fanbase.

Checklist of evidence required	• Brand research digital portfolio
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
A.P1	Explain the principles of branding for a selected esports team.
A.P2	Explain how brands can be an asset to a selected esports team.
A.M1	Analyse the advantages and disadvantages of branding to a selected esports team.
A.D1	Evaluate the impact of branding on a selected esports team, making a judgement on its significance.
Task 2	You should now create your brand activation plan for the college's team. Your plan should cover the following aspects, plus anything else that you feel is important to ensure that the plan is fit for purpose: • target market • objectives • market research and scoping undertaken • budget and timescales • potential content and spaces e.g. logo, website, social media, apps, merchandise etc. In the plan, you should also discuss your proposed brand activation techniques such as, but not limited to: • styling and presentation • product segmentation • deign approaches • imaging and online content • use of typography, materials and textures • use of lighting and sound You should regularly seek appropriate feedback on your plans and ideas from relevant parties and respond to this in the various iterations of your brand activation plan. You should record how you responded to feedback and developed and refined your ideas in response to this. You should then produce branded mock-ups for both digital content (e.g. website, social media page etc.) and physical merchandise (e.g. clothing, water bottles, badges etc.). You should produce two digital mock-ups and two branded merchandise mock-ups. You should present your brand activation plan and branded mock-ups to the college team's manager. You should justify your choices and how your plans and mock-ups meet the objectives of both the team and the needs of their target market. You should present your plan and mock-ups in an appropriate format such as a written document, filmed presentation or live pitch
Checklist of evidence required	• Brand activation plan • Two branded digital content mock-ups • Two branded merchandise mock-ups • Report on how you developed your mock-ups in response to

	feedback, this could refer to earlier iterations
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
B.P3	Outline the details of a brand activation brief for a specific esports team.
B.P4	Develop appropriate brand activation plans for a specific esports team
C.P5	Produce branded digital content mock-ups for a specific esports team
C.P6	Design branded merchandise mock-ups for a specific esports team
B.M2	Develop effective brand activation plans informed by a clear assessment of the specific esports team and target market needs
C.M3	Create effective brand activation informed by feedback from digital content and associated merchandise mock-ups for a specific esports team
BC.D2	Develop justified and sophisticated brand activation for a specific esports team informed by in-depth knowledge of the team and the target market needs.
Sources of information to support you with this Assignment	**Global Esports Brands:** fnatic.com cloud9.gg tsm.gg teamliquid.com **Branding and Merchandise:** blog.hubspot.com/marketing/examples-brand-style-guides 99designs.co.uk/blog/logo-branding/how-to-create-a-brand-style-guide/ contentharmony.com/blog/great-brand-guidelines/ crispbranding.co.uk awesomemerchandise.com